

## **Abstract**

The bachelor thesis "Communication activities of CzechTourism agency for increasing incoming tourism" describes the current situation of an incoming tourism to the Czech Republic and promotion of the destination abroad in 2013 focused on the most important source markets, namely Germany and Russia. Major emphasis is placed on the project "Land of stories" and rebranding, which CzechTourism came through in 2012. On the example of the Czech Republic, I will describe some specifics of destination marketing, which is undergoing a rapid development. The goal of this thesis is to evaluate the success of marketing strategies and effectiveness of marketing campaigns. The first part deals with the theory which emphasizes the importance of marketing for tourism. This is followed by a description of Czech Tourist Authority and situational analysis which deals with the role of the Czech Republic in the tourism market, the SWOT analysis and characterization of chosen key markets. The next parts describe the specific activities and campaigns through which the Czech Republic is presented on the individual markets. The end of the thesis includes a summary of the research and my final conclusions.